What is Claimed is:

- 1. A substantially pure DNA molecule comprising:
 - a) a translation enhancer element consisting essentially of the nucleotide sequence of SEQ ID NO:1;
 - b) a non-homologous gene operably linked to said translation enhancer element.
- The DNA of claim 1, wherein said non-homologous gene begins at a site between 10 and 100 nucleotides 3' to the last 3' nucleotide in said translation enhancer element.
- A vector for recombinantly expressing a peptide or protein in a eukaryotic cell comprising:
 - a) a promoter which is active in said eukaryotic cell;
 - a translation enhancer element consisting essentially of the nucleotide sequence of SEQ ID NO:1, wherein said element is 3' to said promoter;
 - c) a DNA sequence encoding said peptide or protein wherein said DNA sequence:
 - i) lies 3' to said translation enhancer element;
 - ii) is operably linked to said promoter; and
 - iii) is non-homologous to said translation enhancer element.
- The vector of claim 3, wherein said DNA sequence encoding said peptide or protein begins at a site between 10 and 100 nucleotides 3' to the last 3' nucleotide in said translation enhancer element.
- 5. A host cell transformed with the vector of claim 3.
- 6. A host cell transformed with the vector of claim 4.
- 7. A method for recombinantly producing a peptide or protein comprising:
 - a) growing host cells transformed with the vector of claim 3;
 - purifying said recombinant peptide or protein from either said host cells or from the medium surrounding said host cells.

- 8. The method of claim 8, wherein the non-homologous gene on said vector begins at a site between 10 and 100 nucleotides 3' to the last 3' nucleotide in said translation enhancer element.
- 9. A recombinant protein produced by the method of claim 7.
- 10. The method of claim 7, further comprising contacting said transformed host cells with an inducer in an amount sufficient to significantly increase protein production, wherein said inducer is a cytokine.
- 11. The method of claim 10, wherein said cytokine is either interleukin-1α; or interleukin-1β.
- 12. A recombinant protein produced by the method of claim 10.
- 13. A method for assaying a test compound for its ability to alter the expression of the human amyloid precursor protein, comprising:
 - a) preparing the vector of claim 2;
 - measuring the expression of said gene in said vector in the absence of said test compound;
 - c) comparing the expression determined in step b) with expression in the presence
 of said test compound.
- 14. The method of claim 13, further comprising transforming a host cell with said vector prior to measuring the expression of said gene.
- 15. The method of claim 12, wherein said test compound comprises a nucleic acid sequence complementary to a region of SEQ ID NO:1 at least 10 base pairs in length.
- 16. The method of claim 12, wherein said test compound is an RNA targeting compound.